PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Chris Wilson **DATE:** July 6, 1995

FROM: José de Castro

SUBJECT: Creative Brief- Miami Party Zone Logo Development

OVERVIEW

Between November 15 and December 15, 1995, Parliament will be conducting a test of the Parliament Party Zone bar nights program in Miami. The Parliament Party Zone has been very successful in enhancing Parliament brand awareness and imagery, along with generating young adult names for the database. The Party Zone is in its second year of execution in Summer Resort markets in the Northeast. 1995 was the first year Parliament provided the Miami market with marketing support for the box packing via OOH and retail promotions.

PARTY ZONE OBJECTIVES

- Create high brand visibility and awareness in the Miami market.
- Encourage product trial and subsequent purchase.
- Enhance the brand's image as fun and popular among YAS.
- Generate names for the database.

STRATEGIES

- Develop a month-long Party Zone test in the Miami market.
  - Utilize branded incentives and collateral materials to create big brand presence and feel in popular clubs and bars.
  - Survey YAS.
  - Distribute free pack or B1G1F coupons to encourage product trial (as a replacement for sampling).

ASSIGNMENT

- **Contemporize and Evolve** the existing Party Zone logo to be more appropriate for the trendy and urban Miami market.
- **Provide tactical ideas** to make the current bar nights program relevant to the slightly more upscale and sophisticated Miami consumer.

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Source: https://www.industrydocuments.ucsf.edu/docs/hmnm0004

TIMETABLE

- Concepts 7/14
- Final Logo 7/21

BUDGET

- Concept and Logo Development budget: $10,000

I will gladly discuss preliminary findings on the Miami consumer at your earliest convenience. If you have any questions, please call me at X 4057. Thanks.

cc: P. Marrinan (Y&R)
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C. Person

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